



by reference therein.

7. Microfiche Computer Program (Appendix)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

ATTY DOCKET NO.: 9213.8

DATE: July 13, 2001

PATENT

UTILITY PATENT APPLICATION TRANSMITTAL LETTER AND FEE TRANSMITTAL FORM (37 CFR 1.53(b))

BOX PATENT APPLICATION Commissioner for Patents Washington, DC 20231 Sir: Transmitted herewith for filing under 37 CFR 1.53(b) is: a patent application a Continuation a Divisional a Continuation-in-Part (CIP) Application of prior application no.: ; filed , the disclosure of which is hereby incorporated herein by reference in its entirety. $\overline{\times}$ and claims the benefit of Provisional Application No. 60/219,275; filed July 19, 2000. Inventor(s) or Application Identifier: Dana Borger, Cary, North Carolina; Steve Cox, Durham, North Carolina; Tom Gordon, New York, New York; David Spitz, Raleigh, North Carolina; Matthew Squire; Raleigh, North Carolina; Jay Thrash. Cary, North Carolina Entitled: SYSTEMS, METHODS AND COMPUTER PROGRAM PRODUCTS THAT FACILITATE AND MACCOUNT FOR CALL-THROUGH ADVERTISING BETWEEN ADVERTISERS AND USERS OF WEB-ENABLED TELEPHONE DEVICES **Correspondence Address:** 20792 PATENT TRADEMARK OFFICE Enclosed are: 1. Application Transmittal Letter and Fee Transmittal Form (A duplicate is enclosed for fee processing) 2. 27 pages of Specification (including 43 claims) 3. A sheets of Formal Drawings (35 USC 113) Oath or Declaration newly executed (original or copy) copy from prior application (37 CFR 1.63(d) (for continuation/divisional) [Note Box 5 Below] DELETION OF INVENTOR(S) (Signed statement deleting inventor(s) named in the prior application) Application Data Sheet. See 37 CFR 1.76 Incorporation By Reference (useable if box 4b is checked) The entire disclosure of the prior application, from which a copy of the oath or declaration is supplied under Box 4b, is considered as being part of the disclosure of the accompanying application and is hereby incorporated

In re: Borger, et al. Filed: July 13, 2001 Page 2					
9. Applicant claim 10. Information Di 11. Preliminary An 12. English Transla 13. Certified Copy 14. Sequence Listin a. computer reach b. paper copy c. statement in s	nendment (Please ation Document of Applicang/ Sequence List dable copy upport Power of Attorney Postcard (MPEP ation Filed Under 1)	tus. See 37 CFF t, PTO-1449, an enter all claim tion No. ; ing Diskette 503) (Should be sp 37 CFR 1.41(c)	d references amendments prior Filed pecifically itemized)	cited to calculating the f	iling fee.)
	Column 1	Column 2	Small Entity	Large Entity	
	No. Filed	No. Extra	Rate Fee	Rate Fee	
BASIC FEE			\$355.00	\$ 710.00	
TOTAL CLAIMS	43 - 20 =	23	x 09 = \$207.00	x 18 = \$	
INDEP CLAIMS	6 - 3 =	3	x 40 = \$120.00	x 80 =	
MULTIPLE Dependent Claims Presented			+ 135 = \$	+ 270 = \$	
If the difference in Col. 1 is less than zero, Enter "0" in Col. 2			Total \$ 682.00	Total \$	
associated with thi	ount of \$ is 640.00). Deposit Account N is hereby authorizes communication ling fees under 37	Figure 1.16 for porocessing fees upon the control of the control o	er the filing fee, PLU ne amount of \$ rpayments or charge unt No. 50-0220: resentation of extra under 37 CFR 1.17.	. e the following fees claims.	
Respectfully submitted, Needham James Boddie, II Registration No. 41,665					

CERTIFICATE OF EXPRESS MAILING

Express Mail Label No. EL733094146US

Date of Deposit: July 13, 2001

I hereby certify that this correspondence is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to: BOX PATENT APPLICATION, Commissioner for Patents, Washington, DC 20231.

Vickie Diane Prior

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re:

Borger, et al.

Serial No.

To Be Assigned

Filed: For:

Concurrently Herewith

SYSTEMS, METHODS AND COMPUTER PROGRAM PRODUCTS

THAT FACILITATE AND ACCOUNT FOR CALL-THROUGH ADVERTISING BETWEEN ADVERTISERS AND USERS OF WEB-

ENABLED TELEPHONE DEVICES

July 13, 2001

BOX PATENT APPLICATION Commissioner for Patents Washington, DC 20231

APPLICATION FILED UNDER 37 CFR 1.41(c)

Sir:

The above-identified application is being filed on behalf of the inventors, **Dana Borger**, a resident of Cary, North Carolina; **Steve Cox**, a resident of Durham, North Carolina; **Tom Gordon**, a resident of New York, New York; **David Spitz**, a resident of Raleigh, North Carolina; **Matthew Squire**, a resident of Raleigh, North Carolina; **Jay Thrash**, a resident of Cary, North Carolina, under the provisions of 37 CFR 1.41(c). A Declaration and Power of Attorney from the inventors will follow, 37 CFR 1.63.

Respectfully submitted,

Needham James Boddie, II Registration No. 40,519

CERTIFICATE OF EXPRESS MAILING

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Vickie Diane Prior